

Free Flow Wines Uncorks Business Success with NetSuite



“NetSuite has definitely given us the scalability for rapid growth. We can focus on what we do best in kegging premium wine rather than manual work with orders, inventory and accounting.”

[Free Flow Wines](#)

Company at a Glance

Location:

Napa, Calif.

Industry:

Food and Beverage

Applications Replaced:

QuickBooks, Excel

Solutions:

NetSuite Financials
Inventory Management
Work Orders and Assemblies



Partner Name:

Bi101 Business Intelligence

Location:

Livermore, Calif.

Customer Success:

- Free Flow Wines has gained scalability helping support 300% annual revenue growth in each of the two years since NetSuite replaced QuickBooks in 2012.
- NetSuite has enabled breakthrough efficiencies across order processing, inventory management, assembly work and financials at the innovative wine kegging and logistics company.
- Free Flow Wines is avoiding the cost of three or more full-time personnel that would be required with an alternative solution.
- Free Flow Wines has expanded to more than 200 winery clients for which it kegs premium wine for eco-responsible on-tap service, saving hundreds of tons of bottles and other waste a year.
- NetSuite helps Free Flow Wines heighten collaboration with more than 250 wholesaler distributors that deliver and retrieve Free Flow kegs from thousands of restaurants, hotels and casinos, including Pebble Beach Resorts, MGM Grand, P.F. Chang's, Savor and Caesar's Palace.
- NetSuite inventory management supplies real-time visibility into the whereabouts and status of 85,000 Free Flow stainless steel kegs for the company, winery clients and distributor partners.
- Deep visibility into key business metrics enables Free Flow Wines to forecast out demand months into the future.
- NetSuite's online B2B portal enables winery clients to submit work and sales orders and view order history and keg status, eliminating inefficient phone, email and fax communications.
- Winery clients also benefit with insights into products that are selling well or underperforming, helping the company with strategic business decisions.

“Everything is in a single NetSuite system that everyone can access to get information specific to their role, whether it’s accounting, production or managing the 85,000 kegs that we own.”

Free Flow Wines

- NetSuite Work Orders and Assemblies helps Free Flow Wines manage assemblies involving kegs, keg collars and wine to client specifications.
- Customizations by NetSuite Solution Provider partner Business Intelligence 101 enabled improvements in inventory availability, bar code scanning, client portal access and the sales order to invoice process.

Challenges:

- Limitations in entry-level QuickBooks and Excel hindered growth potential at the young and innovative company.
- Staff was forced into time-consuming manual work in order management, invoicing and inventory tracking.
- Free Flow Wines wanted an innovative, technology-driven approach to improving customer service and streamlining the business.

Solution:

- Selected over Salesforce.com and BIS Computer Solutions, NetSuite offered an integrated, cost-effective cloud solution to meet Free Flow’s tactical and strategic needs.
- Bar code scanning technology from NetSuite partner Oz Development further improves management of large keg inventory.
- Services from NetSuite partner Business Intelligence 101 helped identify additional areas of improvement and implement customizations to meet unique business needs.